



CONTACT: Trish McLaughlin
RedRover Company
(901) 266-2662
trish@redrovercompany.com

FOR IMMEDIATE RELEASE

HOBBS JOINS THE PACK AT REDROVER

Memphis, Tenn., (October 12, 2009) -- Lynda Hobbs has joined the RedRover Company sales and marketing team as Marketing Specialist. With a master's degree in communications and a bachelor's degree in computer science, Lynda is the perfect addition to the pack. She blends corporate experience with an entrepreneurial spirit and passion. She is a sales and marketing veteran with experience across all categories — direct mail, advertising, public relations, and web marketing.

Early in her career she worked with Catherine's Stores Corporation as copywriter for ads and magazine as well as coordinating fashion photo shoots. Lynda was employed by FedEx for the past eleven years; for the past three years, she was a Sr. Sales Analyst for FedEx Services supporting the Vice President of Corporate Sales in the eastern half of the U.S.

"What makes RedRover Company different is that we are the only firm in Memphis to integrate hands-on sales training and coaching with our marketing services," said Lori Turner, managing partner of RedRover Company. "Lynda's experience in a top-notch sales organization such as FedEx Corporation and her marketing background adds new dimension to our already robust offer."

When she's not working Lynda leads bible studies with the ladies at Waverly Gardens assisted living facility, teaches three- to five-year-olds Sunday school, provides biblically based evolution tours at Pink Palace and is a supporter for the Forest-Hill Irene Church of Christ's mission work in India.

###